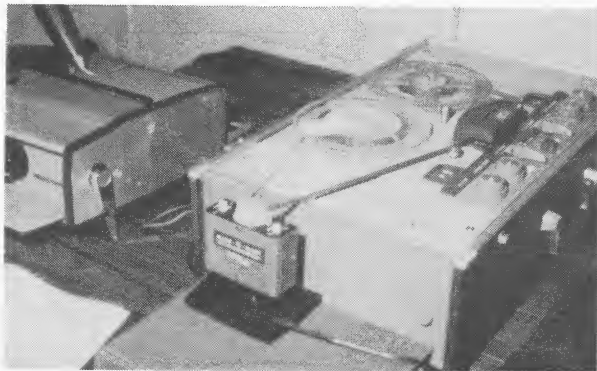


**Make
“Talkies”
Out
Of
Your
Slides . . .**

THE
MARK-Q-MATIC®
SOUND-TO-SLIDE
STORY™

NOW...
make "talkies"
out of your slides...
as easily as using a PENCIL!



The MARK-Q-MATIC® sets up easily with any tape recorder... using its built-in base, it simply stands where you put it—thread the tape through the sensing head and connect the single cable to your automatic projector.

An old Chinese proverb would have us believe that one picture is worth more than a thousand words. However, we who have enjoyed great films enriched by the spoken word would take exception to this ancient maxim. We know the value "sound" adds to a picture.

Now, through the science of electronics and magnetics, ordinary film slides—*your film slides*—can be given a voice.

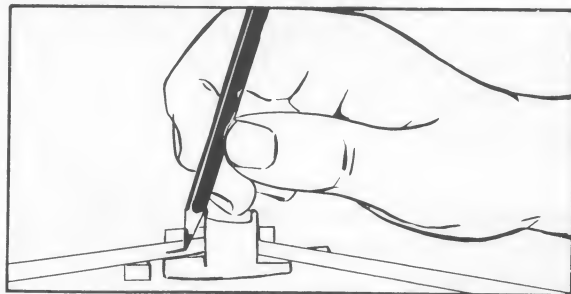
Now, the simple process of color photography can be enriched through the spoken word, and the musical chord, to give you the magnificence of a full color spectacular. And... you don't have to be an engineer or a skilled film editor to do it. All you have to do is know how to use an ordinary pencil and own a tape recorder and remote control projector. The secret of adding sound to slides or filmstrips is the *tape-to-slide synchronizer* which correlates the spoken narrative or musical score to the proper slide or filmstrip frame, and it does this repeatedly for any number in a show. However, not all tape-to-slide synchronizers are alike, nor do they work in the same way, and ONLY ONE uses a simple pencil mark to cue the tape.

Some synchronizers require slitting the tape. Others use a metal tab laminated (adhered) or spliced on the tape. More recent types function when a "beep" or other signal is recorded over the narration or music prepared for the slide show. Most of these methods alter the original tape or its recording. Moreover, they require a measure of skill or technical experience to prepare a slide or filmstrip show.

The newest development in tape-to-slide synchronizers requires only a simple pencil mark to cue the tape. This

is the MARK-Q-MATIC®, which is portable and does not have to be attached or wired into the tape recorder. This patented* instrument contains no vacuum tubes which can burn out and is safe to use with any tape, even pre-recorded tape since it does not affect the recording or the original condition of the tape. Cue points are visible and can be erased and easily edited without damage to the tape or the recording.

The MARK-Q-MATIC® is versatile. It can be used with any make or model of reel-to-reel and most endless-loop tape recorders. Its compact size and built-in stand permits placement alongside any tape recorder for almost immediate operation because there is no time-consuming hook-up or preparation necessary. The procedure is, simply, to record the narration and music as you cue with the stroke of a pencil, and after rewinding the tape, re-load the slide tray and enjoy your slides with real live sound. Nothing more to do for any future showings of the program. Simply load the tape and put the slide tray in your projector for as many repeat performances as you wish. Each time the proper slide advances for projection WITH THE NARRATION OR MUSIC you recorded for it.



Cuing the tape is as simple as making a pencil mark. The MARK-Q-MATIC® has a convenient marking board on which the tape rests as you mark it.

THERE IS NO LIMIT TO THE MARK-Q-MATIC® APPLICATIONS.

Home Shows: All family slide albums can be adapted for sound to add a new dimension when you show them. It's lots of fun to have the children compete in a "script writing" contest and to have Junior play "narrator". Everyone will thrill at the sound of his voice.

Slides of children playing at the beach, in the park, or at a picnic can be recorded on location or at a later time, (a professional technique). Challenge the imagination of everyone in the family in selecting suitable background music to be dubbed in with the narration. Everyone likes to play the part of a musical arranger. What's more, such activity sharpens musical and aesthetic tastes, and adds a sense of timing.

Church or School: The local church or PTA groups will find the MARK-Q-MATIC® invaluable for audio-visual presentations to teach or entertain members of the community. Schools will find a new tool for increasing

*U.S. Patent #2,908,771

Other U.S. & Foreign Pats. Pending

EASY TO INSTALL

Simply stand the MARK-Q-MATIC® alongside your tape recorder. Plug the adapter cable supplied especially for use with your projector into the socket normally intended for the remote control cord. Plug the power cord of the MARK-Q-MATIC® into the nearest power socket. Route the tape from your recorder through the tape guide of the MARK-Q-MATIC® and you are ready to go.

EASY TO USE

Simply stop the tape recorder at that point in the narrative where you wish the slide to advance, mark the tape with the specially designed and supplied "CUEING" pencil and the slide will always advance at exactly this point. Your program is now "canned" for as many presentations as you like. If for any reason, you wish to change the programming, the special pencil mark can be erased as easily as a pencil mark on paper.

AN IMPORTANT ACCESSORY

Use the MARK-Q-MATIC® once and you'll wonder how you did without it for so long. It makes "talkies" out of your slides, adds a new dimension by lending the excitement of sound to slide or filmstrip projectors.

BUILT FOR LONG LIFE

You can expect years of dependable use from your MARK-Q-MATIC®. It is constructed of the highest quality materials and components to last a lifetime. Since its unique operation does not utilize vacuum tubes there are no filaments to burn out, there is nothing to go wrong. You can give your presentation in complete confidence.



- **COMES** complete and ready to use with your remote operated slide projector — no additional accessories necessary.
- **MAY** be used with any tape recorder that permits re-routing the tape from the supply reel.
- **SIMPLE** to install — safe to use with any tape — does not damage tape or affect program.
- **THE** cue point is visible — can be numbered for easy editing — complete erasing of the cue point does not influence program quality — and can be used at any speed.
- **DOES** not attach to your slide or sound equipment — it's portable — no vacuum tubes to burn out — long life assured — built in skip button and work pilot light.

MARK-Q-MATIC® Series MQM-1
with Universal Connector Kit. **\$49.95**

SPECIAL ADAPTOR KITS:

SERIES 9700 for projectors with remote control only.
Specify make and model of your projector. **\$ 2.50**

SERIES 9800 for projectors with multi-function remote control to operate the MQM only. Specify make and model of your projector. **\$ 2.50**

SERIES 9900 for projectors with multi-function remote control to operate all functions remotely. Specify make and model of your projector. **\$ 4.50**

general
techniques
inc

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New York 1, NEW YORK

students' interest — a tool which not only lightens the burden of teachers but serves larger audiences for special subjects and programs. Such programs can be prepared by staff members where low budgets make it necessary, and the results will be professional because of the MARK-Q-MATIC® simple pencil cueing. Athletic activities of school or neighborhood teams can be reviewed and improved by showing actual slides of a player's performance, with spoken comments by the coach, and the local Boy Scout troop can use sound and slides for merit badge or other instruction. There is truly no limit to the application of "talking slides" so long as the imagination keeps working.

Business . . . big or small: Audio-Visual techniques have proven effective in all phases of business: training new employees for specific operations; explaining new procedures to employees who have moved up or transferred within the company. Public relations and advertising executives use the "talking slide" extensively for communication in all activities, from consumer displays to trade shows. Where it is impractical to use loudspeakers, they employ a battery of earphones. Stockholder meetings have been made more informative, hence more successful, with "talking slide" shows that not only show the operation of the company, but illustrate its growth with charts and graphs made more understandable with the accompaniment of the spoken word. Small businessmen, dealing in merchandise and service, have found the "talking slide" invaluable in demonstrating to their customers. These include people dealing in furniture and decorating; new homes; auto schools; real estate; retail department stores, etc.

Audio-Visual slide presentations have been proved by the military and other government agencies as far back as World War II, but, up to now, this technique has been out of the public's reach because of prohibitive cost and the complexity of the equipment. The MARK-Q-MATIC® has contributed the vital element of simplification combined with economy that now makes it possible for anyone to prepare a "talking slide" show. The MARK-Q-MATIC® is a simple instrument. It has no tubes to burn out, hence a long, trouble-free life. It is portable and can be set up in minutes for use with any tape recorder. It requires no professional skill or experience. ANYONE can cue the tape with a simple pencil mark. It is sensibly priced, at the consumer level — only \$49.95.

— Your MARK-Q-MATIC® Dealer —

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